

# INTRODUCING FAIR FARES\$

For far too long, the Air Capital of the World has been one of the most expensive cities for commercial air travel. With few choices, travelers have had to fly at odd hours and hopscotch their way across the country, stopping at multiple airports before reaching their destinations. The level of frustration felt by everyone who flies out of Mid-Continent Airport has simply gotten out of hand.

But that is all about to change.

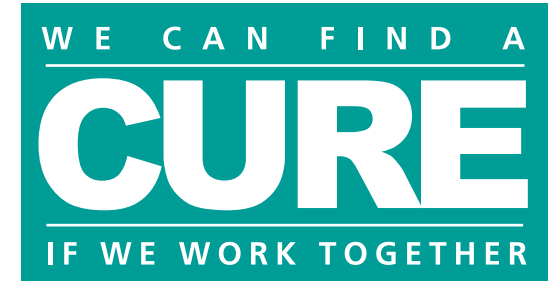
The City of Wichita has recently launched the Fair Fares program. With the help of area businesses, we will attract several low-cost regional airlines to Mid-Continent Airport and change the way Wichita flies, forever.

**Together, we can bring more choices and lower prices to Mid-Continent Airport.**

For more information about the Fair Fares program, call Air Service Development Director Steve Flesher at 316-946-4700. Or visit [www.flywichita.com](http://www.flywichita.com).



[www.flywichita.com](http://www.flywichita.com)



## Help us bring three new airlines to Wichita.

Fair Fares is attempting to bring three quality discount air carriers to Wichita – AirTran Airways, Frontier Airlines and American Trans Air. To do so, we must raise a total of \$15 million (\$5 million each) in travel pledges by January 18, 2002.

These pledges will provide the critical support that the new airlines need to establish themselves at Mid-Continent Airport and have the resources to compete with Wichita's larger carriers for months to come.

Fair Fares will be asking businesses throughout south-central Kansas to help us reach our goal by making a financial commitment to the three airlines. Our pledge campaign will be supported by direct mail to businesses, a Web site and strong leadership throughout the business community.

## Travelers will save 30%-60%.

AirTran Airways, Frontier Airlines and American Trans Air will feature fares that are 30%-60% lower than the current prices of other Mid-Continent airlines. Each airline will also likely offer at least three round-trip flights per day to and from their hub locations, providing travelers with more choices and schedule flexibility.

What passengers can expect:

- No Saturday-night stay requirements
- No one-way trip penalties
- Low ticket prices with as little as 5- to 7-day advance purchases
- Affordable business-class upgrades
- Generous frequent-flyer programs
- Comfort and security of modern jet-aircraft fleets

AirTran Airways	Frontier Airlines	American Trans Air (ATA)
<b>Hub:</b> Atlanta	<b>Hub:</b> Denver	<b>Hubs:</b> Chicago (Midway) and Indianapolis
<b>Top Final Destinations:</b> Atlanta New York Washington, D.C. Orlando Miami Baltimore Boston	<b>Top Final Destinations:</b> Denver Phoenix San Francisco Seattle Las Vegas Los Angeles	<b>Top Final Destinations:</b> Chicago Indianapolis Minneapolis/St. Paul Philadelphia Grand Rapids Milwaukee

For a complete list of each carrier's destinations and sample fares, go to [www.flywichita.com](http://www.flywichita.com).

## Area businesses hold the key.

To reach our goal of \$15 million, Fair Fares must have the support of the south-central Kansas business community.

*We are asking businesses to make a financial pledge of 25%-50% of their total annual airline travel budget to Fair Fares by January 18.* No advance cash will be required.

Once the airlines establish service in Wichita, each business' pledge will be converted into a line of credit that will be accessed through a Fair Fares travel purchase card. As tickets are booked, payments will be cleared through the purchase card account. Those funds not used within 12 months will be converted to travel vouchers for future use.

## Sample pledge.

Let's say that XYZ Company spends an average of \$100,000 per year on air fares. Its Fair Fares pledge at 25% would be to spend a total of \$25,000 with the new airlines in the coming year.

By examining the airline destination chart below, XYZ could break out its pledge by airline. For instance, if XYZ employees travel to Boston 50%, Philadelphia 35% and Seattle 15% of the time, its commitment to each airline would be:

AirTran Airways:	\$12,500
Frontier Airlines:	\$3,750
American Trans Air:	\$8,750
TOTAL:	\$25,000

XYZ would then send this information on corporate letterhead to Fair Fares, following the sample provided to the right.

If XYZ actually ends up spending \$23,000 with the new airlines, \$2,000 would be drawn against its line of credit and used to purchase travel vouchers in order to fulfill the commitment.



## YOUR CORPORATE LETTERHEAD

Steve Flesher  
Air Service Development Director  
Wichita Mid-Continent Airport  
2173 Air Cargo Rd  
Wichita, KS 67209

Dear Mr. Flesher:

*[Company Name]* supports Fair Fares' effort to recruit AirTran Airways, Frontier Airlines and American Trans Air (ATA) to serve Kansas companies and citizens through Mid-Continent Airport in Wichita. We will pledge the following amounts as a formal representation of our company's support of the low-fare campaign and commitment to each airline's long-term success.

Travel Pledge:	[\$\$\$\$\$]
AirTran Airways:	[\$\$\$\$\$]
Frontier Airlines:	[\$\$\$\$\$]
American Trans Air:	[\$\$\$\$\$]

We understand that these pledges will not go into effect until such time as the respective airlines announce intent to establish service to Mid-Continent Airport. This pledge shall also be contingent upon proof of pricing and schedule availability.

Sincerely,

*[Company Name]*  
*[Name/Title]*